



Sarah Rush  
Systems Coordinator  
Buffalo ROU  
1-800-942-6647

May 28, 1998

#1622: S. Sheft / E. Economides / B. Steele / J. Coslett  
#1623: S. Close / G. Bain / M. Tisinger / S. Haskin / J. Salerno / R. Cote  
#1626: D. Neaf / B. Davignon / M. Morris / N. Clary / D. Miller  
#1642: S. Schwalm / R. Tanchyk / J. McLean / B. Cook  
#1645: R. Duszynski / A. Zecca / K. Jurgensen

1998 July Deeper Promotion Coverage (DPC)  
Promotion #801037

Ladies & Gentlemen:

Attached is all the promotional information for July Winston DPC. All order forms must be returned to the ROU by Friday, June 12, 1998. The delivery date to direct account for all product, displays and VPR's will be Monday, June 29, 1998. The ship date to retail is the week of July 6.

Also attached are the most current direct account lists. These account lists include the DPC national indicators and accounts out of our region supplied by in region direct accounts. Any calls that were on DPC that had "0" showing up under all of our national indicators or only had PM/Bat and/or American Spirit indicators were deleted from DPC. You may order according to these list or you may order more than indicated since our total numbers do not match our allocations.

Our allocations for this promotion is as follows:

WINSTON

Displays(20 packs per SKU) - 1,880

VPR's(20 stickers per sheet) - 1,880

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These allocations will be on a first come, first serve basis, as they were for the 2nd quarter promotions.

If you have any questions, please contact me.

Regards,

*Sarah*

Sarah Rush

c: L. MacWilliams  
R. Smith (*cover only*)  
S. Macleod (*cover only*)  
R. Noonan (*cover only*)  
D. Keeney (*cover only*)  
J. Campbell

Please answer the following survey and return this page with your DPC orders.

### DPC SURVEY

1. Do you think our region should eliminate the use of presniped product?  
Yes \_\_\_\_\_ No \_\_\_\_\_
2. Is it easier for accounts to use:  
Monarch guns \_\_\_\_\_ VPR's \_\_\_\_\_

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**JULY WINSTON DPC PRODUCT / DISPLAY ORDER FORM**

Deeper Promotion Coverage

\_\_\_\_\_  
Responsible Mgr. / Sales Rep Name

ONLY REGULAR DPC PRODUCT IS AVAILABLE FOR THIS PROMOTION.

\_\_\_\_\_  
Promotion #801037

WINSTON 30¢ OFF 1-Pack

Display Item #544565  
VPR Item #544562

\_\_\_\_\_  
Direct Account Name

\_\_\_\_\_  
SIS Number

# Displays / 544565: \_\_\_\_\_ (20 packs per display)

# VPR's / 544562: \_\_\_\_\_ (1 sheet of 20 30¢/pack VPRs per Display SKU)

Winston Regular DPC Brand Styles

Winston Box (12M)	Winston Lts Box (6M)

Arrival Date to Direct Account for product and promotion material is June 29, 1998.

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**JULY WINSTON**  
**DEEPER PROMOTION COVERAGE PAYMENTS**

TO ROU: Please request Payment for the following account:

FROM: \_\_\_\_\_  
Name Div. and/or Assign. #

DATE: \_\_\_\_\_

DPC PAYMENT FOR:

**JULY WINSTON 30¢ OFF 1-PACK / #801037**

ACCOUNT SIS # \_\_\_\_\_

Account Name: \_\_\_\_\_

SEND PAYMENT TO (X): \_\_\_\_\_ ACCOUNT \_\_\_\_\_ MY ATTENTION

**ASSEMBLY / DELIVERY PAYMENT:**

#/Stores Shipped Displays	Rate per Store	Total
_____ x	\$7.00	= \$_____

**\*VPR PAYMENT:**

#/packs	Rate per Pack	Total
_____ x	30¢	= \$_____

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*VPR payment only to be made if account used on hand inventory

Complete One form for each Direct Account Payment is requested for  
Mail or fax this form to ROU Attn: Sarah

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